

# Framing the Future: A Transformation Journey

The goals of the Framing the Future phase of the LWV Transformation Journey are to grow the League's impact at all levels, provide a high-quality and consistent membership experience, and stay financially strong to meet the challenges to democracy that lie ahead of us. This multi-year effort has involved a significant investment in strategic planning and League member input to make sure the League grows in the most effective way.

The Framing the Future survey of League membership in April 2023 resulted in more than **8,500** responses. Survey respondents indicated an overwhelmingly positive member experience across a variety of dimensions (LWV's impact on democracy, sense of community, League leadership, and value for dues payments).

The Framing the Future Working Groups in Spring of 2023 were made up of 66 total participants from across the country and across all levels of League. Overall, these participants agree with the direction of the LWV Transformation and state that the League must center and expand grassroots power as the transformation plan is implemented.

## BUSINESS MODELING GROUP

Explored the universal pay-what-you-can membership structure so that we understand benefits and pain points.



### MEMBER SENTIMENT ON DUES

**90%**



Percentage of respondents would pay \$65 or more under a 'pay-what-you-can' dues structure

**53%**



Percentage of members ages 19-30 would pay less than \$65 under a 'pay-what-you-can' dues structure

## DATA GROUP

Focused on how the League can use membership data to bolster advocacy, grow networks of inter-League knowledge and power, and measure impact.

**SURVEY RESULT:** Younger members are less positive about their member experience, and Asian and Black members feel less community and belonging in LWV.

## SURVEY DEMOGRAPHICS FINDINGS

### RACE/ETHNICITY OF RESPONDENTS

89%	White
3.45%	Black or African American
2.99%	Prefer not to answer
1.32%	Hispanic or Latino
1.29%	More than one race/ethnicity

### AGE OF RESPONDENTS

84%	61 years old or older
15.37%	31 to 60 years old
1%	under 30 years old

## FUNCTIONAL SPECIFICATION GROUP

Discussed pain points with the current structure, processes and workflows for administrators and members, and provided feedback on our future association system. Defined functional specifications for the future association management system.

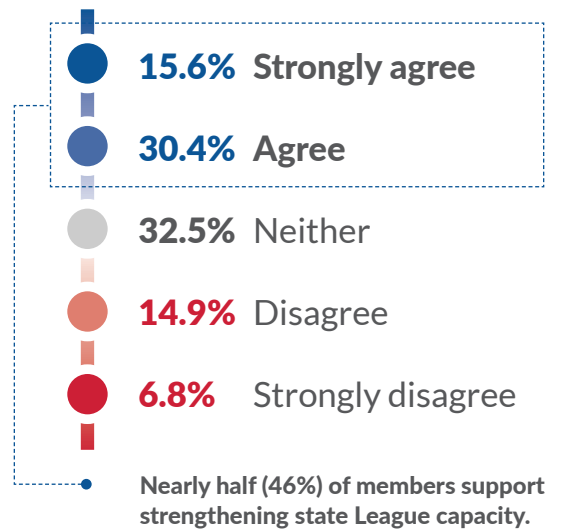
**WORKING GROUP FINDING:** Any future League database system should prioritize real-time data sharing, automatic renewal communications, easy website template, and demographic information.

## LEAGUE CAPACITY GROUP

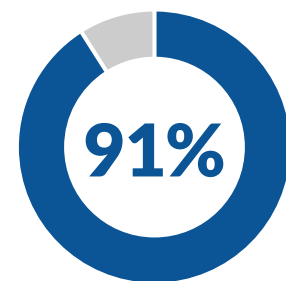
Helped identify similarities and differences in how different functional areas of the League manage with their current capacity and what benefits or threats lay in changing the current state.

## SURVEY FINDINGS ON LEAGUE LEVELS

### MEMBERS SUPPORT INVESTING IN STATE LEAGUE ADMINISTRATIVE CAPACITY



### MEMBERS' IDENTITY PRIMARILY LIES WITH LOCAL LEAGUES



Percentage of respondents identify primarily as members of their local League